

## WHAT IS CLAIMED IS:

1. A toner consisting of either a black toner or a color toner for use in an oil-less fixing system free from an oil coating on a fixing roller, the toner comprising:
  - 5 a binder resin and a wax, as well as carbon black having an oil absorption of 50 to 100 mL/100g where the toner is the black toner, or a coloring agent where the toner is the color toner,

wherein said binder resin has a rate of decrease

  - 10 of storage elastic modulus  $G'$  of not more than 0.3 Pa/ $^{\circ}\text{C}$  as determined in association with temperature increase in the range of 160 to 200 $^{\circ}\text{C}$ .
2. A toner according to Claim 1, wherein said binder resin has a weight average molecular weight [Mw] in the range of 10,000 to 200,000 and an [Mw/Mn] ratio between [Mw] and a number average molecular weight [Mn] of the binder resin in the range of 1 to 15.
3. A toner according to Claim 1 or 2, wherein said binder resin has a peak rate of decrease of the storage elastic modulus  $G'$  in the temperature range of 70 to 100 $^{\circ}\text{C}$ .
4. A toner according to Claim 1, wherein a content of said wax is not more than 10 parts by weight based on 100 parts by weight of said binder resin.
5. A toner according to Claim 1, wherein said toner  
25 is the black toner, said binder resin is a polyester resin,

and said wax is a Fischer-Tropsh wax.

6. A toner according to Claim 1, wherein said toner is the black toner and used for forming a color image.

7. A toner according to Claim 1, wherein said toner  
5 is the color toner and said binder resin contains a styrene-acryl resin, polyester resin, epoxy resin or phenol resin.